

EMOTIONAL RESPONSE TO APPAREL ADVERTISEMENTS AND CONSUMER VALUES:

A Cross-Cultural Study

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Overview

The decision to use standardized advertisements in an international market is further complicated when products such as apparel rely heavily on hedonic and aesthetic appeal through product design and creation of images. Consumer values guide positive feedback for products and brands in advertisements and may be used to enhance understanding of consumer response in the global marketplace. Using data collected from female students attending a mid-Atlantic university in the U.S and a university in a metropolitan city in South Korea, this cross-cultural study examined consumers' emotional response toward three multinational apparel brand advertisements. Also, we explored how consumer values influence consumer response to advertisements.

Three emotional dimensions (positive, negative and activation) were found to influence overall advertisement evaluations (ad attitude). Although results show that U.S. and Korean groups respond differently to the test advertisements, no differences in ad attitude were found between the two groups. Findings pertaining to consumer response to apparel advertisements and values were unclear.



■ Introduction

The intent of advertisements is to leave embedded impressions of brands and products, creating brand awareness and influencing consumer decision-making. For many products, visual imagery in advertisements generates images of brands by stimulating the emotions of consumers through presentation of products in artificial or illusionary settings. Feelings generated from these advertisements are intended to transfer to the product or brand and facilitate buying behavior.

Multinational companies that globally market products and brands are faced with whether to standardize their advertisements across countries or to localize on a country-by-country basis. A review of literature reveals a split with regards to the effectiveness of the standardized approach to international advertising (Whitelock and Chung, 1989). Although companies such as Coca-Cola have successfully employed a standardized approach to advertising, significant difference in culture and consumer behavior makes the standardized approach difficult for many companies. The complexity of knowing how to appeal to an international market is further complicated when products and brands rely heavily on hedonic and aesthetic appeal through product design and creation of images. Thus, cross-cultural differences such as norms, values and customs that guide positive feedback for products and brands in advertisements must be studied to understand consumer response in the global marketplace.

In this study, we examine the emotional responses of female consumers in the U.S. and Republic of Korea. Specifically, we assess how consumer values may impact emotional response and attitude toward three multinational brand apparel advertisements: Benetton, Calvin Klein and Guess. Studies examining cross-cultural differences in emotional response to advertisements and the underlying reasons for reported differences are limited. In addition, cross-cultural advertising studies more often examine differences in response between U.S. and European na-

tions. This study provides insight into whether standardized advertising strategies for apparel products are cross-culturally acceptable based on the emotional response of consumers in the US and Korea. Also, we examined whether values may account for differences in emotional response, if any, to the advertisements.

The consumer group studied was young female consumers. Current industry practice and literature in the U.S. show clothing and fashion to be youth- and female-oriented. Studies have found female consumers to be interested in fashion and attentive to fashion-oriented informational material (Bruner, 1988; Horridge, Khan and Huffman, 1981). Younger women, in comparison to older women, are more affected by excitement in fashion change and concerned with style (Horowitz, 1982). Also, findings by Weaver and McCleary (1984) show that sex and age affected consumer reactions to advertisements based on whether images portrayed were congruent with values and lifestyles. As such, dominant values in a given country market should stimulate similar patterns in response for a given consumer market segment.

Cross-cultural Response to Advertisements and Values

For many multinational firms, advertising tends to be more decentralized than other marketing functions. The influence of culture is important in advertising because communication patterns are linked to cultural norms (Hong, Muderrisoglu and Zinkham, 1987; Clark, 1990; Farley and Lehmann, 1994). Most prior research on cultural differences related to advertising has been descriptive; analysis of advertisement content has been used to identify cross-national differences in advertising strategies. Researchers have focused on the levels and types of information included in various advertisements. For example, samples of magazine advertisements in Japan (Hong, Muderrisoglu and Zinkham, 1987), South Korea (Moon and Franke, 1987) and the People's Republic of China (Rice and Lu, 1988; Tse, Belk and Zou, 1989) were found to be more informative than their U.S. counterparts. In a recent study of advertising appeals in the U.S. and China, Zhang and Gelb (1996) found culturally congruent appeals to be more effective. Moreover, prior research shows that differences in response to advertisements to exist among cultural groups within the same region (Evans and Riyait, 1993).

Cross-cultural Research and Values

Values are assumed to be shared by people within a culture and considered to be a useful tool to characterize the psychological similarities within and differences across cultures. Studying values allows one to

analyze and explain fundamental cultural differences among consumers from different countries. Individuals possess a set or system of personal values that guide their thoughts and actions (Kaiser, 1997). These values influence what activities, interests and material goods are worth identifying with, acquiring or consuming. As such, values that are prioritized or assigned relative importance influence consumption behavior in the marketplace.

In the literature, researchers have found decision-behavior related values and beliefs in Asian societies to be distinctly different from those in the West (Frith and Frith, 1989; Hofstede, 1984). For example, collectivistic behaviors are highly valued in Korea compared to the U.S. In Korea, individuals subordinate themselves to a larger social system whose members are linked by close emotional ties, whereas in the U.S., an individuality-centered mode exists in which the rest of the world is around individuals (Hofstede, 1984). In taking into consideration differences in cultural values, advertising that places high value on collectivistic behavior may attempt to build some type of personal relationship with consumers and encourage them to depend on the seller, whereas Western advertising may simply present the competitive advantage of each product and why consumers should purchase (Taylor, Miracle and Wilson, 1997). Other values that contrast Eastern and Western cultures include: collaborative decision-making versus hierarchical decision-making, fatalism versus determinism, and intuitive problem-solving versus logical problem-solving (Taylor, Miracle and Wilson, 1997). As such, the most efficient way of advertising would be for companies to confer value on their products and brands by working within the values framework that represents its cultural context (Zhang and Gelb, 1996; Taylor, Miracle and Wilson, 1997).

Emotional Response to Advertisements

Emotions are specific examples of "feelings" that are affective in nature (Cohen and Areni, 1991). Researchers have identified a wide range of emotions and various affective responses. For example, Gresham and Shimp (1985) used seven item dimensions (e.g., happy, affectionate, sad) to measure emotional response; Batra and Ray (1986) found three affective response categories (urgency/elation, deactivation and social affection); and Edell and Burke (1987) reported three types of feelings (upbeat, negative and warm). Although study findings show some overlap, most studies examine a limited range of emotions. Holbrook and Batra (1987a and 1987b), through an exhaustive review and synthesis of research literature on emotions, developed a standardized emotional profile using emotion types. By far, studies by Holbrook and Batra have been the most

extensive in defining a broad gamut of emotions generated by advertisements.

Much of the research on emotions in the area of consumer behavior has focused on advertising, a main mechanism for promoting brands and products (Cohen and Areni, 1987). Emotions can be used to communicate the benefits of a product via advertisement images related to the consumption experience or they can enhance communication of messages by creating feelings that increase an individual's receptivity to a communicated message (Zeitlin and Westwood, 1986). Advertisements with emotional appeal have been found to be better liked by consumers and have higher levels of brand name and message recall (Friedstad and Thorson, 1986; Stout and Leckenby, 1986). Also, emotional appeals in advertisements can be used to influence consumer decision-making by enhancing the effectiveness of rational appeals that are simply based on product or promoter attributes (Holbrook and O'Shaughnessy, 1984). Relying on such benefits, advertisers create positive feelings to be associated with the advertised product (Shimp, 1981).

Overall advertisement evaluation (ad attitude) is defined by Lutz (1985) as "a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus." Compared to affect described as a "feeling state", attitude is described as an "evaluative state" (Cohen and Areni, 1991). Although ad attitude as a multidimensional construct is specified by the cognitive and affective dimensions (Shimp, 1981), it is common for studies to assess ad attitude unidimensionally as affective in nature (Muehling and McCann, 1993). Studies examining emotional response to advertisements have consistently found a relationship between emotional response items (or dimensions) and ad attitude (Edell and Burke, 1987; Holbrook and Batra, 1987a; Madden, Allen and Twible, 1988).

Many studies have found basic emotional responses such as sadness, fear and anger to be similar cross-culturally and intensity of emotional response to vary by culture (Izard, 1971; Wallbott and Scherer, 1988; Matsumoto, 1989). One theory suggests that cultural differences in emotional response may be dependent on how cultures vary in their appraisal of a particular situation or event (Roseman et al., 1995). Multinational advertisements, as marketing stimuli portraying situational images, are intended to be appraised by consumers in many cultures and generate positive response. Although there is an abundance of research on emotional response to advertisements published in the U.S. using native samples, there is a void in the literature comparing emotional response to advertisements using samples from countries that differ widely in cultural norms.

The purpose of this study is to examine cultural differences in how

consumers respond to apparel advertisements. We also examined whether personal values may be used to account for consumer response. The following research questions were studied:

1. How do U.S. and Korean consumers differ in their emotional response to advertisements?
2. How do U.S. and Korean consumers differ in the way values influence their emotional response to advertisements?
3. How do U.S. and Korean consumers differ in the way their emotional response and values influence attitude toward advertisements?

■ Methods

Test Advertisements

Three print test advertisements for brand names Benetton, Calvin Klein and Guess were selected. These advertisements were selected from the Korean edition of *Vogue* magazine published in 1998–1999. Brand names were determined using a pre-survey of undergraduate students in South Korea and the U.S. Benetton, Calvin Klein and Guess were determined to be highly recognized brand names in both country markets.

The following are verbal descriptions of the test advertisements. All models in the three advertisements were female of western European origin. All models were dressed casually with shoulder-length hair. Widely available ready-to-wear was advertised. Full frontal views of models were visible.

- Benetton advertisement: Three female models pose in a studio setting. One model is sitting on a white three-dimensional cube, with the remaining two models leaning on each side. Background and floor are white. Models are wearing white sandals, white pants and pastel tops.
- Calvin Klein advertisement: One female model appears in a walking stance in a studio setting. The model is wearing wedge heel sandals with open toes, an above-the-knee flower print flowing skirt, and white oxford short sleeve shirt.
- Guess advertisement: A monochromatic advertisement with one female model in a natural outdoor setting. Model is sitting with one leg tucked in and one leg extended. She is supporting herself with her hands. Model is wearing dark denim jeans, white oxford shirt opened partially in a revealing way and no shoes.

Data Collection

A convenience sample of 246 female students attending a mid-Atlantic university in the U.S. (N = 171) and a university in a metropolitan city in South Korea (N = 75) participated in the study. For both U.S. and Korean samples, over 90% of the respondents were undergraduate students and between the ages of 18 and 24. In a classroom setting, students were asked to observe the three advertisements projected onto a screen and respond to items on a questionnaire concerning their emotional response to and evaluation of each advertisement. Small groups of respondents evaluated the three advertisements, each group viewing advertisements in different sequence. This procedure was employed to protect against potential fatigue effects that might generate less than accurate response. In addition, respondents were asked questions concerning their values. Prior to data collection the instruments measuring advertisement response and personal values were translated and back-translated (from English to Korean and from Korean to English) to establish conceptual and translation equivalences.

Measures

Emotional response

Upon viewing each advertisement, participants were asked to indicate the answer that best reported their feelings described by each adjective. A seven-point response scale ranging from “-3” (strongly disagree) to “+3” (strongly agree) was used to measure response. Measures used in this study were developed by Batra and Holbrook (1987b, 1990). Forty items from Batra and Holbrook’s original 58 multi-item scale measuring various affective response types were used. Eighteen items were omitted due to difficulty in translating meaning into Korean and duplication of meanings in the translation process. Items in the questionnaire were partially determined by adequacy and accuracy of translation into the Korean language. Some sets of words with differing meanings in English were translated into one Korean word. In such cases, only one English word with the closest match to the Korean word was included. Table 1 presents emotional response items used in this study.

Principal axis factoring with oblimin rotation was used to generate emotional dimensions for each advertisement. Three similar dimensions were generated for each advertisement. Based on individual emotional response items loading on each factor, the dimensions were labeled *positive*, *negative* and *activation*. For all three advertisements, the three factors accounted for about 50% of the explained variance. Statistical results from factor analysis are presented in Table 1. For multi-items measuring a

TABLE 1. FACTOR ANALYSIS OF AD EMOTIONS FOR THE THREE ADVERTISEMENTS

| Benetton Advertisement | | | Factor 2: Negative | | | Factor 3: Activation | | |
|--------------------------------|-----------------|------------------|--------------------------------|---------------|-----------------|--------------------------------|-----------------|-----------------|
| Factor 1: Positive | | | Factor 2: Negative | | | Factor 3: Activation | | |
| Emotion Items | Factor Loadings | Emotion Items | Factor Loadings | Emotion Items | Factor Loadings | Emotion Items | Factor Loadings | Factor Loadings |
| Loving | .78 | Irritated | .68 | Unexcited | .64 | | | |
| Pleased | .74 | Distrustful | .79 | Unimpressed | .60 | | | |
| Soothed | .67 | Full of loathing | .61 | Bored | .62 | | | |
| Moral | .76 | Skeptical | .64 | | | | | |
| Soft | .76 | Angry | .76 | | | | | |
| Affectionate | .72 | Suspicious | .72 | | | | | |
| Pure | .72 | Sad | .74 | | | | | |
| Happy | .71 | Annoyed | .65 | | | | | |
| Confident | .60 | Fearful | .73 | | | | | |
| Grateful | .65 | Chaotic | .82 | | | | | |
| Delighted | .71 | Tense | .75 | | | | | |
| | | Distressed | .61 | | | | | |
| Eigenvalue = 11.17 | | | Eigenvalue = 8.54 | | | Eigenvalue = 2.56 | | |
| Percent variance = 26.35 | | | Percent variance = 20.35 | | | Percent variance = 6.09 | | |
| Cronbach's alpha = .91 | | | Cronbach's alpha = .92 | | | Cronbach's alpha = .78 | | |
| Cronbach's alpha (U.S.) = .93 | | | Cronbach's alpha (U.S.) = .92 | | | Cronbach's alpha (U.S.) = .77 | | |
| Cronbach's alpha (Korea) = .82 | | | Cronbach's alpha (Korea) = .89 | | | Cronbach's alpha (Korea) = .72 | | |

Extraction Method: Principal Axis Factoring.
Rotation Method: Oblimin with Kaiser Normalization

Note: Variables not included in analysis: disgusted, humorous, serene, disamptal, relaxing, refreshing, enraged, excited, peaceful, drowsy, disappointed, aroused, interesting, frustrated, distrustful, competent, uncomfortable, satisfied, reverent, restless, sluggish, playful, friendly, wishful, emotional, feel free, warm, active, cheerful, energetic, ambiguous, virtuous

TABLE 1. (CONTINUED)

| Calvin Klein Advertisement | | | | | |
|--------------------------------|-----------------|--------------------------------|-----------------|-------------------------|-----------------|
| Factor 1: Positive | | Factor 2: Negative | | Factor 3: Activation | |
| Emotion Items | Factor Loadings | Emotion Items | Factor Loadings | Emotion Items | Factor Loadings |
| Loving | .61 | Irritated | .66 | Bored | .62 |
| Pleased | .66 | Disgusted | .75 | | |
| Serene | .67 | Distrustful | .76 | | |
| Soothed | .68 | Full of loathing | .66 | | |
| Moral | .66 | Skeptical | .64 | | |
| Soft | .75 | Angry | .78 | | |
| Affectionate | .63 | Suspicious | .73 | | |
| Pure | .68 | Enraged | .73 | | |
| Happy | .71 | Sad | .71 | | |
| Restful | .67 | Annoyed | .75 | | |
| Grateful | .68 | Fearful | .71 | | |
| Delighted | .71 | Chaotic | .63 | | |
| | | Distressed | .68 | | |
| Eigenvalue = 9.32 | | Eigenvalue = 8.78 | | Eigenvalue = 2.57 | |
| Percent variance = 22.20 | | Percent variance = 20.90 | | Percent variance = 6.01 | |
| Cronbach's alpha = .90 | | Cronbach's alpha = .92 | | Cronbach's alpha = NA | |
| Cronbach's alpha (U.S.) = .91 | | Cronbach's alpha (U.S.) = .94 | | | |
| Cronbach's alpha (Korea) = .87 | | Cronbach's alpha (Korea) = .89 | | | |

Note: Variables not included in analysis: humorous, disdainful, relaxing, refreshing, excited, peaceful, drowsy, disappointed, aroused, unexcited, interesting, frustrated, desirous, competent, uncomfortable, confident, satisfied, reverent, sluggish, playful, friendly, wishful, emotional, feel free, unimpressed, warm, active, cheerful, tense, energetic, ambiguous, virtuous.

TABLE 1. (CONTINUED)

| Guess Advertisement | | Factor 1: Positive | | Factor 2: Negative | | Factor 3: Activation | |
|--------------------------------|-----------------|--------------------------------|-----------------|--------------------------------|-----------------|----------------------|-----------------|
| Emotion Items | Factor Loadings | Emotion Items | Factor Loadings | Emotion Items | Factor Loadings | Emotion Items | Factor Loadings |
| Pleased | .62 | Disgusted | .61 | Excited | | | -.67 |
| Serene | .66 | Irritated | .73 | Aroused | | | -.69 |
| Soothed | .67 | Full of loathing | .64 | Active | | | -.61 |
| Moral | .63 | Skeptical | .60 | | | | |
| Soft | .74 | Angry | .75 | | | | |
| Affectionate | .72 | Suspicious | .67 | | | | |
| Pure | .66 | Enraged | .66 | | | | |
| Happy | .61 | Annoyed | .69 | | | | |
| Reverent | .60 | Tense | .60 | | | | |
| Restful | .60 | | | | | | |
| Grateful | .62 | | | | | | |
| Virtuous | .62 | | | | | | |
| Eigenvalue = 10.07 | | Eigenvalue = 7.39 | | Eigenvalue = 2.82 | | | |
| Percent variance = 23.99 | | Percent variance = 17.61 | | Percent variance = 6.72 | | | |
| Cronbach's alpha = .89 | | Cronbach's alpha = .88 | | Cronbach's alpha = .75 | | | |
| Cronbach's alpha (U.S.) = .90 | | Cronbach's alpha (U.S.) = .89 | | Cronbach's alpha (U.S.) = .73 | | | |
| Cronbach's alpha (Korea) = .87 | | Cronbach's alpha (Korea) = .84 | | Cronbach's alpha (Korea) = .66 | | | |

Note: Variables not included in analysis: loving, humorous, distrustful, disdainful, relaxing, refreshing, peaceful, drowsy, disappointed, unexcited, interesting, frustrated, desirous, competent, uncomfortable, sad, confident, satisfied, sluggish, playful, friendly, emotional, feel free, unimpressed, bored, warm, cheerful, fearful, chaotic, energetic, delighted, ambiguous, distressed.

single dimension, Cronbach's *alpha* was generated to evaluate the reliability of items for each group. Reliability scores ranged from .66 to .93 (see Table 1), providing evidence that these emotional dimensions are applicable to both groups. For each dimension, items representing the dimension were combined and a single average score was generated to represent the dimension.

Attitude Toward the Ad

One item was used to measure participant's attitude toward the ad. Participants were asked to indicate their feelings about the advertisement on a seven-point scale: "-3" (I dislike the ad) to "+3" (I like the ad).

Values

Items measuring value were selected from Kahle (1996) and Kim (1996). Participants were asked to study the list of values carefully and using a seven-point scale ("-3," strongly disagree, to "+3," strongly agree) rate the extent to which each value was important in their daily lives. Because of anticipated differences between the Western and Eastern cultures, values previously studied in the U.S. and Korea were included to capture accurately values held by the two groups. Value items used in this study were adopted from Kahle (1986): warm relationship with others, self-fulfillment, being well-respected, fun and enjoyment of life, a sense of accomplishment and sense of change; and Kim (1996): good family relations, sense of pride for oneself, living an abundant life and doing one's best.

Factor analysis (principal axis factoring, oblimin rotation) was conducted on items measuring values. Due to anticipated cultural differences and clustering of values between the Western and Eastern culture, factor analyses were conducted separately for the U.S. and Korean sample. Differences in results for the two groups showed that values could not be measured by multi-item dimensions; each item was used as a separate single variable (see Table 2).

■ Analysis and Results

Differences in Response to Advertisements

Data analysis was conducted using SPSS 9.0 for Windows. For comparison purposes, the variable *emotion/activation* was reverse-scored for the Benetton advertisement because items representing this dimension held meanings opposite of items representing *emotion/activation* for the two other advertisements. GLM Repeated Measures procedure was performed to test for advertisement and group effects. Table 3 presents results of group differences in value and advertisement response variables across

TABLE 2. FACTOR ANALYSIS OF VALUE

| Value Items | United States | | | Korea | | |
|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| | Factor 1 Factor Loadings | Factor 2 Factor Loadings | Factor 3 Factor Loadings | Factor 1 Factor Loadings | Factor 2 Factor Loadings | Factor 3 Factor Loadings |
| Good family relations | | | | .71 | | |
| Sense of pride in oneself | .91 | | | .77 | | |
| Warm relationships with others | .61 | | | | | |
| Self-fulfillment | .81 | | | | | |
| Being well-respected | .69 | | | | | .67 |
| Fun and enjoyment in life | | | .74 | .77 | | |
| Living an abundant life | | .77 | | | | |
| A sense of accomplishment | | .85 | | | | |
| Sense of change | | | | | | |
| Doing one's best | | | | .72 | | |
| | Eigenvalue = 4.08 | Eigenvalue = 1.31 | Eigenvalue = 1.19 | Eigenvalue = 4.82 | Eigenvalue = 1.17 | Eigenvalue = 1.17 |
| | Percent variance = 40.81 | Percent variance = 13.15 | Percent variance = 11.98 | Percent variance = 48.27 | Percent variance = 48.27 | Percent variance = 11.70 |

Extraction Method: Principal Axis Factoring
 Rotation Method: Oblimin with Kaiser Normalization

TABLE 3. MEAN, STANDARD DEVIATION OF STUDY VARIABLES AND MULTIVARIATE TEST RESULTS

| | Total Sample (N = 246) | United States (N = 171) | Korea (N = 75) | Test of between- subject effects |
|---------------------------------|---------------------------|----------------------------|-------------------|-------------------------------------|
| Benetton advertisement | | | | |
| Emotion/positive | 4.71 (1.20) | 4.89 (1.28) | 4.28 (.89) | 10.42* |
| Emotion/negative | 2.14 (1.00) | 1.91 (.94) | 2.67 (.96) | 18.10*** |
| Emotion/activation | 3.06 (1.37) | 2.78 (1.32) | 3.73 (1.37) | 18.48*** |
| Ad attitude | 5.09 (1.46) | 5.21 (1.40) | 4.76 (1.61) | 2.54 |
| Calvin Klein advertisement | | | | |
| Emotion/positive | 3.86 (1.08) | 3.73 (1.13) | 1.13 (.92) | 5.96* |
| Emotion/negative | 2.58 (1.10) | 2.50 (1.17) | 2.72 (.88) | .43 |
| Emotion/activation | 3.57 (1.68) | 3.64 (1.75) | 3.35 (1.49) | 1.00 |
| Ad attitude | 4.31 (1.60) | 4.30 (1.61) | 4.37 (1.54) | .51 |
| Guess advertisement | | | | |
| Emotion/positive | 3.35 (1.05) | 3.28 (1.09) | 3.47 (.89) | .52 |
| Emotion/negative | 3.27 (1.22) | 3.25 (1.30) | 3.26 (1.05) | .02 |
| Emotion/activation ¹ | 3.62 (1.52) | 3.21 (1.43) | 4.52 (1.35) | 37.82*** |
| Ad attitude | 4.43 (1.60) | 4.44 (1.78) | 4.35 (1.78) | .08 |
| Values | | | | |
| Good family relations | 6.64 (.74) | 6.71 (.60) | 6.46 (.98) | 1.52 |
| Sense of pride for oneself | 6.58 (.77) | 6.67 (.70) | 6.36 (.87) | 1.60 |
| Warm relationships with others | 6.58 (.77) | 6.71 (.62) | 6.26 (.97) | 5.24* |
| Self-fulfillment | 6.39 (.95) | 6.67 (.72) | 5.76 (1.10) | 39.59*** |
| Being well-respected | 6.39 (.91) | 6.56 (.80) | 5.99 (1.03) | 11.29** |
| Fun and enjoyment in life | 6.60 (.77) | 6.74 (.64) | 6.27 (.93) | 12.24** |
| Living an abundant life | 5.11 (1.33) | 4.97 (1.34) | 5.45 (1.25) | 7.85 |
| A sense of accomplishment | 6.45 (.77) | 6.58 (.68) | 6.16 (.87) | 11.04** |
| Sense of change | 5.45 (1.24) | 5.40 (1.21) | 5.55 (1.30) | 7.88** |
| Doing ones best | 6.45 (.94) | 6.64 (.68) | 6.01 (1.26) | 18.56*** |

Note: * $p < .05$, ** $p < .01$, *** $p < .001$. Multivariate test—Wilk's Lambda was significant at $p < .001$.

¹Emotion/activation for the Benetton advertisement was reverse-scaled.

ads. Further analysis of advertisement effects and interaction between advertisement and group effects is presented in Table 4. Multivariate analyses show that pattern differences among emotional response variables *positive*, *negative* and *activation* depend on the group variable (Korean versus U.S.). Interestingly, there was no group effect for ad attitude (measured by *like/dislike*) across advertisements.

TABLE 4. MULTIVARIATE ANALYSIS: TESTING FOR ADVERTISEMENT AND GROUP EFFECTS

| Dependent Variable | Tests of Within-subject Contrasts | | Test of Between-subject Effects (Group) |
|--------------------|--|--|---|
| | Ad | AdxGroup | |
| Emotion/positive | (B ^a ,C ^{***}) (B,G ^{***}) (C,G ^{***}) | (B ^a ,C ^{***}) (B,G ^{***}) | .001 |
| Emotion/negative | (B,C ^{***}) (B,G ^{***}) (C,G ^{***}) | (B ^a ,C ^{***}) (B,G ^{***}) | 7.32 ^{***} |
| Emotion/activation | (B,G ^{***}) (C,G ^{***}) | (B,C ^{***}) (B,G ^{***}) (C,G ^{***}) | 27.72 ^{***} |
| Ad attitude | (B,C ^{***}) (B,G ^{***}) | | 1.23 |

Note: All multivariate tests (Wilk's Lambda) and tests of within-subject effects (Greenhouse-Geisser) for Ad and AdxGroup were significant at $p < .001$. All numbers in cells are F-values. ^a $p < .05$; ^{*} $p < .01$; ^{***} $p < .001$. ^aB = Benetton advertisement, C = Calvin Klein advertisement, G = Guess advertisement. Emotion/activation for the Benetton advertisement was reverse-scaled.

Effects of Emotional Response and Values on Ad Attitude

Initially, multiple regression was conducted to compare the effects of emotional response variables and value on ad attitude (see Table 5). The three dimensions of ad emotions significantly explained ad attitude for all three ads. For two ads, Benetton and Calvin Klein, no group effect was found but several value items were significant predictors of ad attitude. On the other hand, for the Guess ad, there were no significant value items but a significant group effect. Estimation (R) of regression models for each advertisements ranged from .57 to .61.

Effects of Values on Emotional Response Variables

GLM procedures were used to derive parameter estimates measuring the group and value effects on each emotional response variable and adver-

TABLE 5. RESULTS FROM MULTIPLE REGRESSION

| Dependent Variable = Ad attitude | | | |
|--|-----------------------|-------------------------|------------------|
| Independent Variables | Benetton β^b | Calvin Klein β | Guess β |
| Group (U.S. versus Korea) ^a | .07 | -.04 | -.20** |
| Emotions | | | |
| Positive | .36*** | .26*** | .21*** |
| Negative | -.15* | -.29*** | -.27*** |
| Activation | -.14* | -.24*** | -.38*** |
| Values | | | |
| Good family relations | .14* | .09 | -.12 |
| Sense of pride in oneself | .03* | .06 | .03 |
| Warm relationships with others | .00 | -.00 | -.00 |
| Self-fulfillment | .02 | -.11 | -.09 |
| Being well-respected | -.11 | .01 | .11 |
| Fun and enjoyment in life | -.06 | -.06 | .02 |
| Living an abundant life | -.03 | .03 | .00 |
| A sense of accomplishment | -.07 | -.12 | .08 |
| Sense of change | .01 | .05 | .04 |
| Doing ones best | .22* | .20** | -.09 |
| R | .57 | .60 | .61 |
| R-square | .32 | .37 | .38 |

Note: * $p < .05$, ** $p < .01$, *** $p < .001$. ^aReference group = U.S. ^bStandard coefficients. Emotion/activation for the Benetton advertisement was reverse-scaled.

tisement (see Table 6). Also, interaction effects between groups and values were incorporated in the model. No significant interaction effects were found between groups and values in explaining the three emotional response variables: *positive*, *negative* and *activation*. Although some value and group effects were found to predict emotional response, findings across the three advertisements were not consistent.

■ Discussion and Limitations

Dimensions of emotions generated across the three apparel ads are consistent with prior research (Edell and Burke, 1987; Kim, 2000) providing further evidence that three primary emotional dimensions (positive, negative and activation) are generated in apparel (a.k.a. fashion) advertisements. Regression results provide evidence that all three emotional dimensions significantly influence overall advertisement evaluations (ad attitude).

Results show that U.S. and Korean groups generate different emotional response patterns to the test advertisements. Such findings shed

TABLE 6. PARAMETER ESTIMATES FOR EMOTIONAL RESPONSE VARIABLES FROM GLM PROCEDURES

| Dependent variable | Benetton | | | Calvin Klein | | | Guess | | |
|--|------------------|--------|------|--------------|------|------|-------|------|----------|
| | POS ^a | NEG | ACT | POS | NEG | ACT | POS | NEG | ACT |
| Independent | | | | | | | | | |
| Good family relations | .26* | .00 | .00 | .00 | .00 | .00 | .00 | .00 | .00 |
| Sense of pride for oneself | .00 | .00 | .00 | .00 | .00 | .00 | .12 | -.28 | -.13 |
| Warm relationships with others | -.16 | -.17 | .00 | -.26* | -.11 | -.21 | -.29* | .00 | .27 |
| Self-fulfillment | .15 | .00 | .00 | .00 | .12 | .00 | .22* | .00 | .00 |
| Being well-respected | .00 | .00 | .00 | .00 | .17 | .00 | -.11 | .23 | .00 |
| Fun and enjoyment in life | .00 | .00 | -.11 | .00 | .00 | .33 | .00 | .00 | -.25 |
| Living an abundant life | -.13* | .00 | .14 | .00 | -.10 | -.16 | .00 | -.11 | .00 |
| A sense of accomplishment | .00 | -.20 | .23 | .00 | -.16 | -.10 | .00 | .00 | -.10 |
| Sense of change | .00 | .00 | .00 | .00 | .00 | .00 | .00 | .00 | .15 |
| Doing ones best | .00 | .00 | -.24 | .10 | .00 | .00 | .00 | .00 | .24 |
| Group (U.S. versus Korea) ^b | -.39 | .58*** | .75 | .42* | .32 | -.15 | .18 | .00 | -.1.2*** |
| R-Squared | .09 | .16 | .14 | .06 | .04 | .03 | .07 | .04 | .20 |

Note: * $p < .05$, ** $p < .01$, *** $p < .001$. ^aPOS = Emotion/Positive; NEG = Emotion/Negative; ACT = Emotion/Activation. ^bReference group = U.S. Emotion/Activation for the Benetton advertisement was reverse-scaled.

light into possible differences in appraisal of the test advertisements by the two cultural groups. Interestingly, response patterns generated by the two groups were not consistent across test advertisements. Thus, further testing of a variety of advertisements selected by a rigorous set of criteria may be in order to discern differences in emotional response by the U.S. and Korean groups. Findings from this study provide the initial steps to investigate emotional response to apparel advertisements further.

Contrary to differences in response to the test advertisements, no differences in ad attitude (*like/dislike*) were found between the groups. This finding, as well as results from multiple regression analyses, provide evidence that although emotional response may be significantly related to ad attitude, the way ad attitude is formed may differ for U.S. and Korean consumers. Other consumer or advertisement factors not examined in the present study might explain the inconsistencies in response between the two groups for emotion and likeability. For example, one factor that was not considered in this particular study was prior consumer perceptions of the brand names in the test advertisements. Strong presence of brand image may have influenced consumers' overall evaluations of the advertisements.

In terms of values, it was clear that value items could not be clustered in similar ways for both U.S. and Korean respondents; purpose of or reasons for shaping each value may differ for each group. Although some differences in values between U.S. and Korean respondents were found, it was not clear whether certain values had strong tendencies to impact particular emotional response to or evaluations of the test advertisements. Visual images and messages in the test advertisements used in the current study might not have generated strong responses triggered by values. In general, many apparel advertisements may not be significantly influenced by cultural values. Further testing of advertisements with stronger visual impact might be employed in future studies to generate advertisement appraisal clearly influenced by cultural values.

As with any study, findings are confounded by stimuli, respondents and instrument. Present research findings call for continued efforts in cross-cultural research in the area of advertisement response. In order to provide marketing practitioners with useful knowledge of how consumers respond to advertisements and build strategies for standardized or localized advertising, further understanding of emotional response patterns to marketing stimuli in conjunction with consumer characteristics is needed. Needless to say, cross-cultural research in emotions holds implications for marketing to consumers in international markets. Also, present and future studies provide insight into the effectiveness of marketing products using global channels of distribution such as e-commerce.

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